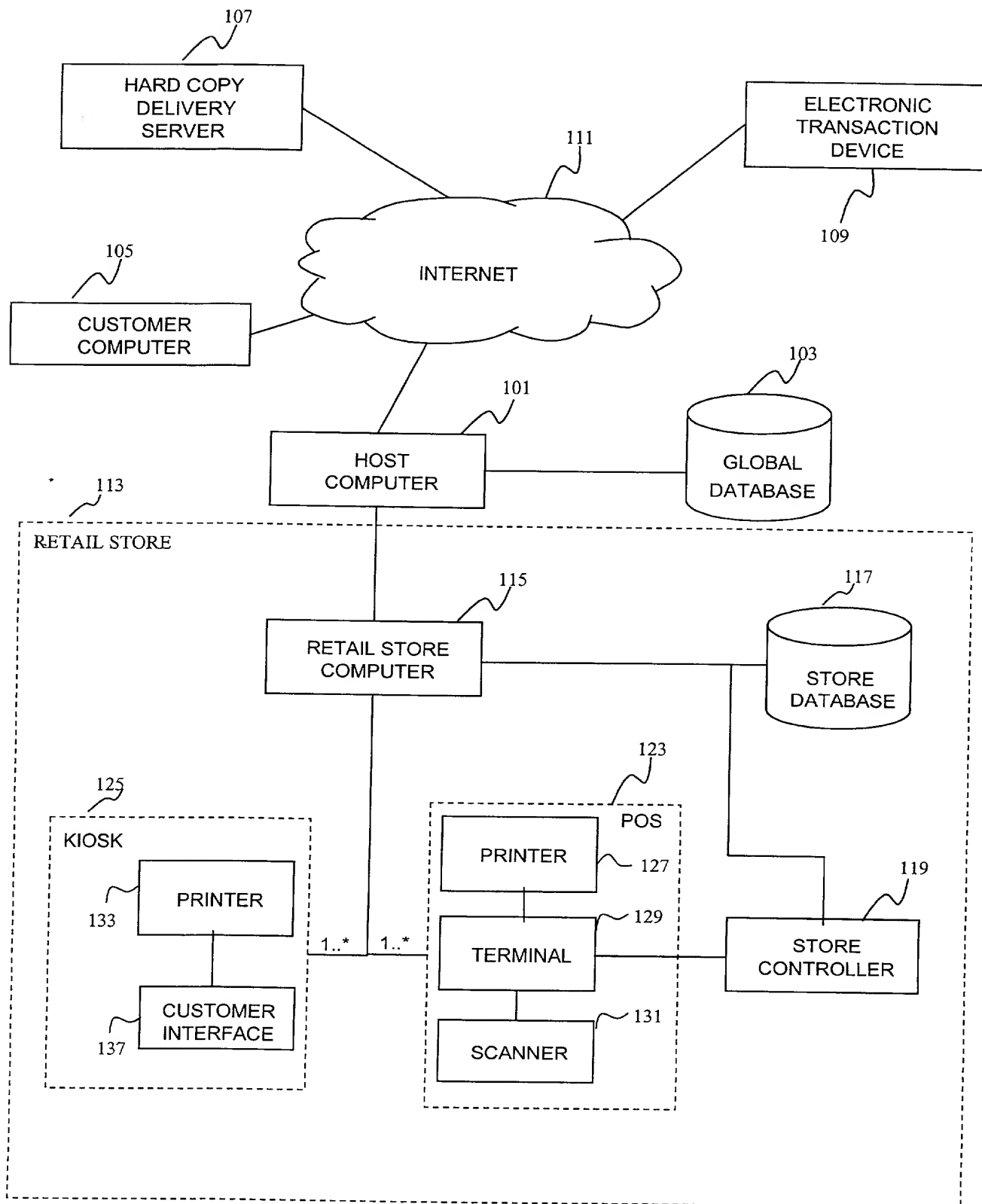


FIG. 1



203 CID	205 PROMOTION	207 DELIVERY DATE	209 DELIVERY MEDIUM	211 PROMOTION STATUS
052799	ADV2787 PI2787	11/02/00 11/02/00	CUST. COMP CUST.COMP.	REJECT (H) ACCEPT
090269	ADV8711 PI8711 PI7858 PI7859 PI8200	10/10/00 10/26/00 10/30/00 11/03/00 11/03/00	DIRECT MAIL CUST. COMP ELECT TRANS. KIOSK POS	REJECT (H) ACCEPT (H) REJECT (H) ACCEPT (H) UNKNOWN

FIG.2A

215 PROMOTION IDENTIFIER	217 PROMOTION STATUS	219 RELATED PROMOTION
ADV8711	ACCEPT REJECT	10 CENTS OFF BRAND X SWEETENER 25 CENTS OFF BRAND X SWEETENER 10
PI8711	ACCEPT REJECT	30 CENTS OFF BRAND B COFFEE 50 CENTS OFF BRAND X SWEETENER
PI7858	ACCEPT REJECT	BRAND B COFFEE, IT TASTES GOOD 60 CENTSOFF BRAND B COFFEE
PI2787	ACCEPT REJECT	AD3535; PI6742; PI7474 PI7188; PI7227
ADV2787	ACCEPT REJECT	ADV 3900 PI2787

FIG.2B

223 PROMOTION IDENTIFIER	225 PROMOTION INFORMATION	227 STATUS CRITERIA
221 → ADV8711	ADVERTISEMENT, BRAND X SWEETENER, "BRAND X SWEETENER, JUST ONE CALORIE"	ACCEPT IF PURCHASE WITHIN 2 WEEKS, ELSE REJECT
PI8711	PURCHASE INCENTIVE, BRAND X SWEETENER, "25 CENTS OFF BRAND X SWEETENER," EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
PI7858	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 30 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF PURCHASE WITHIN 2 WEEKS OR REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
PI7859	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 60 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
ADV2787	ADVERTISEMENT, BRAND R SHOES, "BRAND R SHOES, DRESS FOR SUCCESS	ACCEPT IF PURCHASE WITHIN ONE WEEK, ELSE REJECT
PI2787	PURCHASE INCENTIVE, BRAND R SHOES, "1/2 OFF BRAND R SHOES, WHEN YOU BUY A PAIR OF BRAND R SHOES OF GREATER VALUE	ACCEPT IF REDEEM WITHIN ONE DAY, ELSE REJECT

FIG.2C

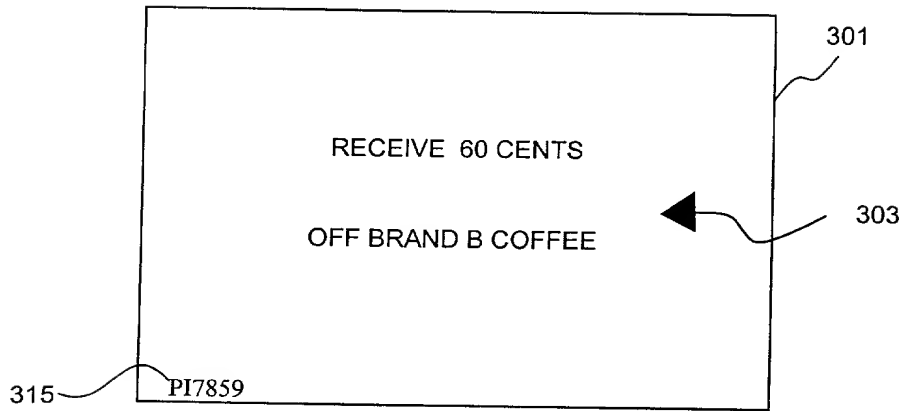


FIG. 3A

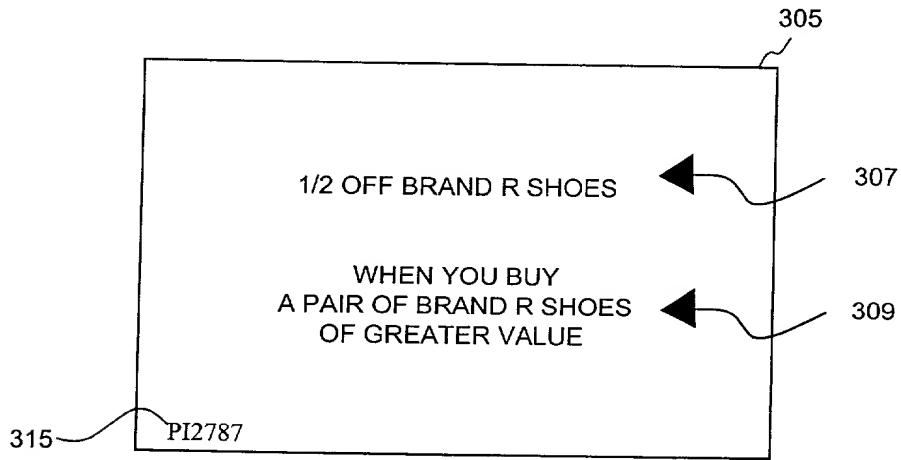


FIG. 3B

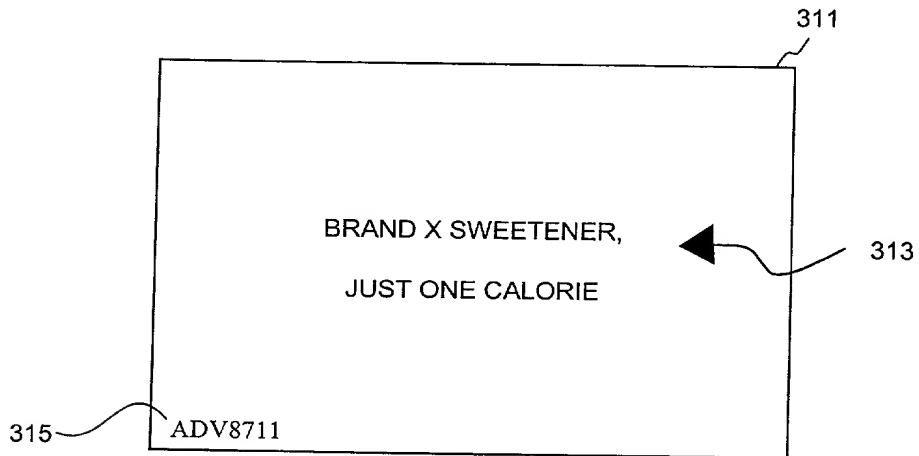


FIG. 3C

FIG. 4

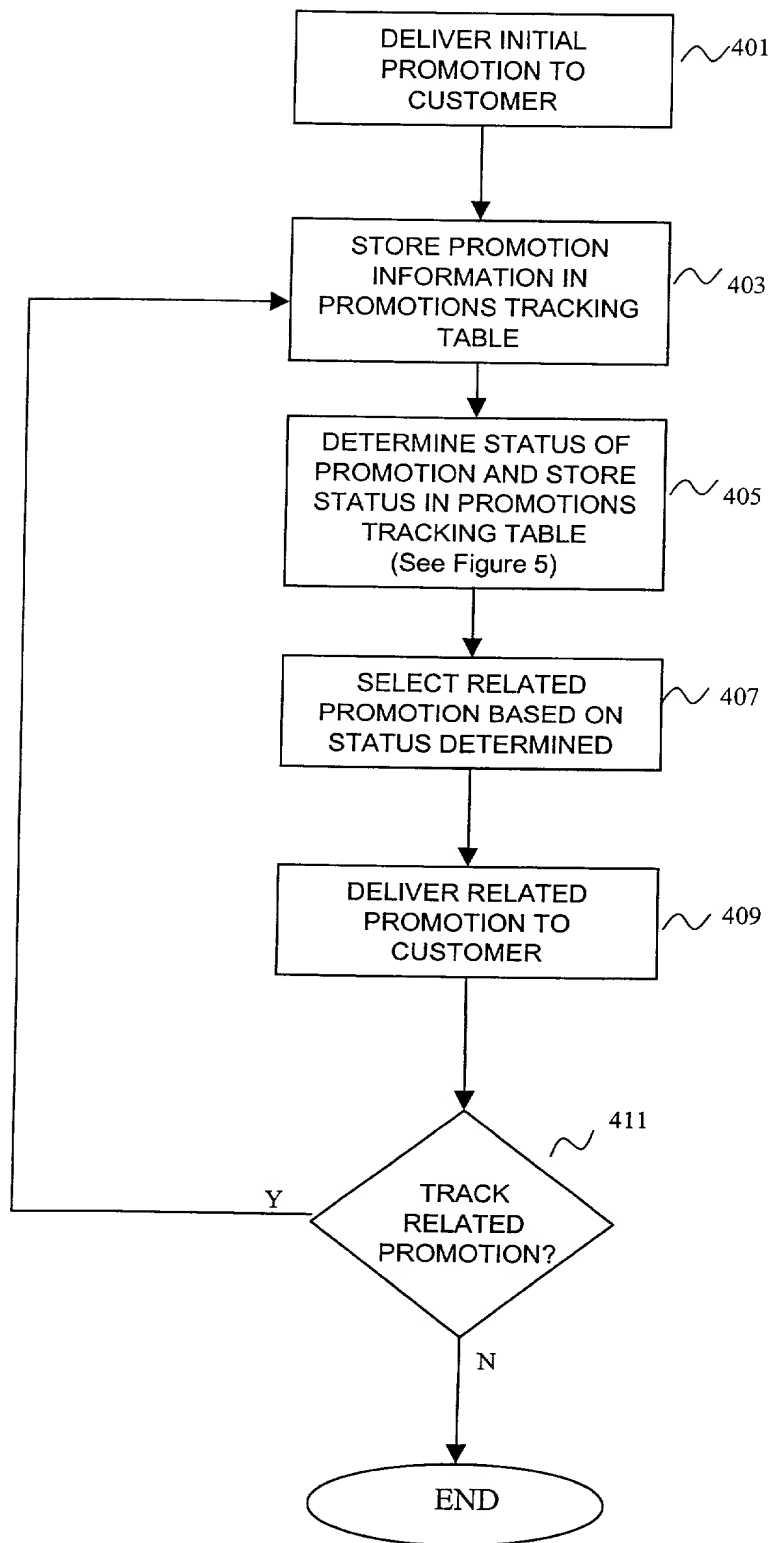


FIG. 5

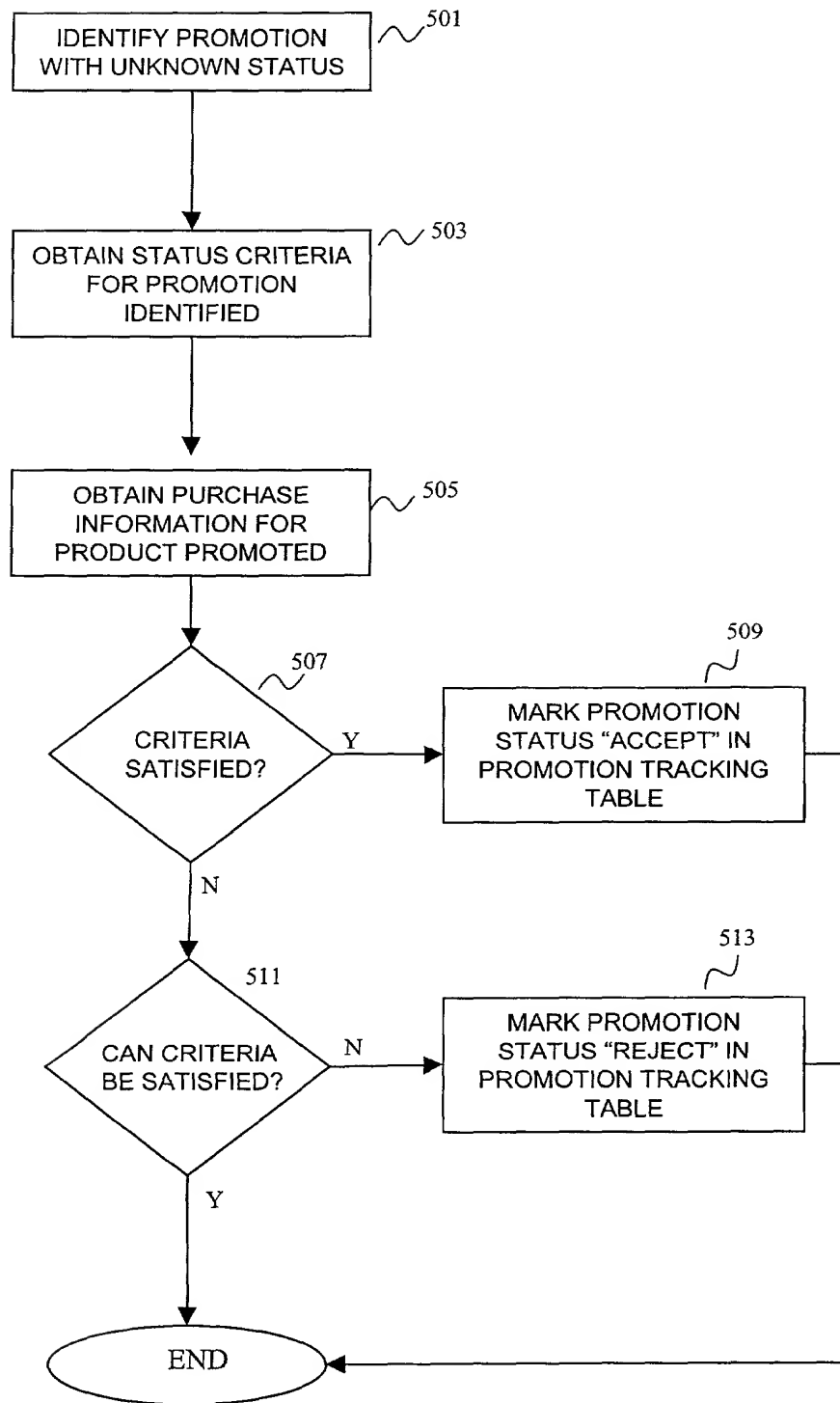


FIG. 6

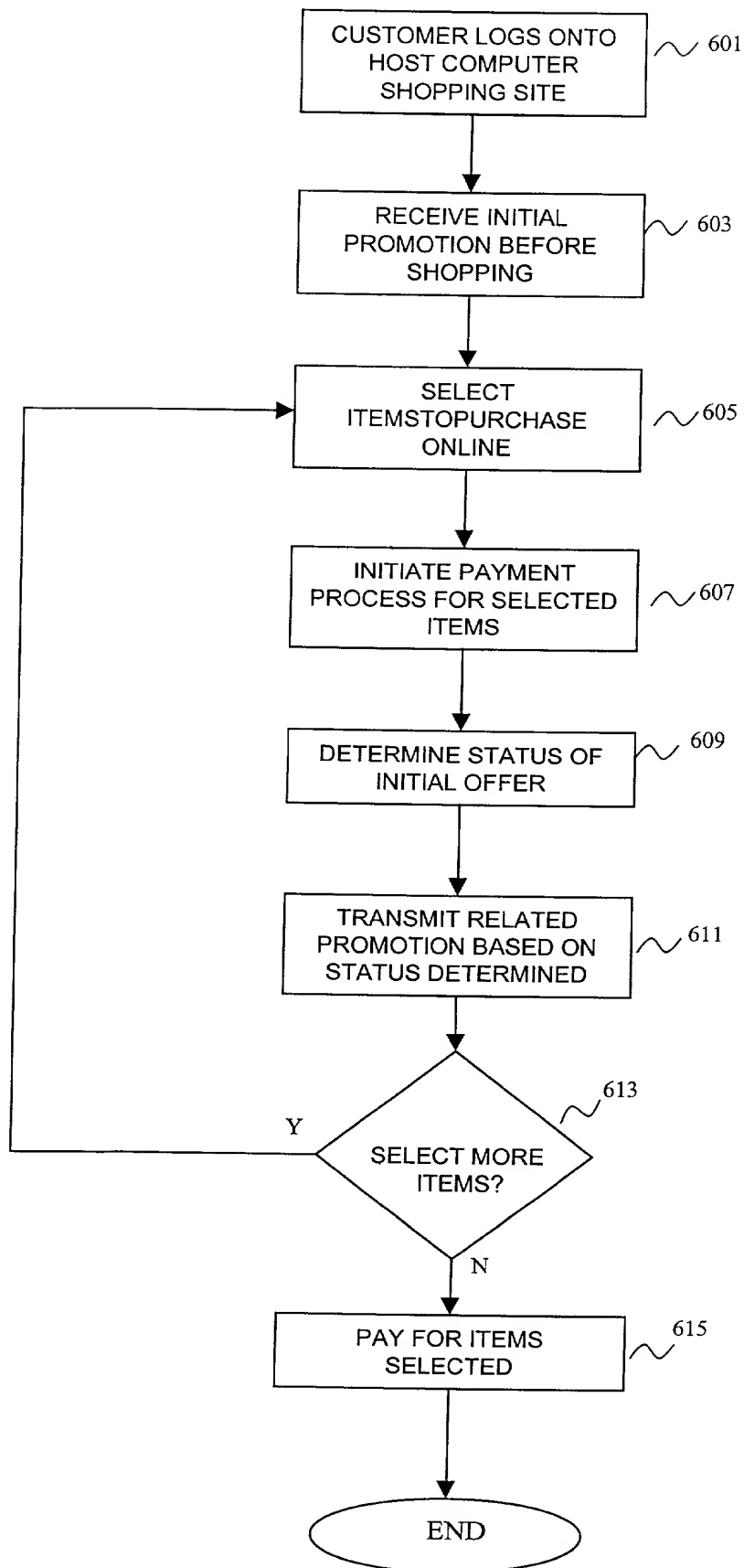


FIG. 7

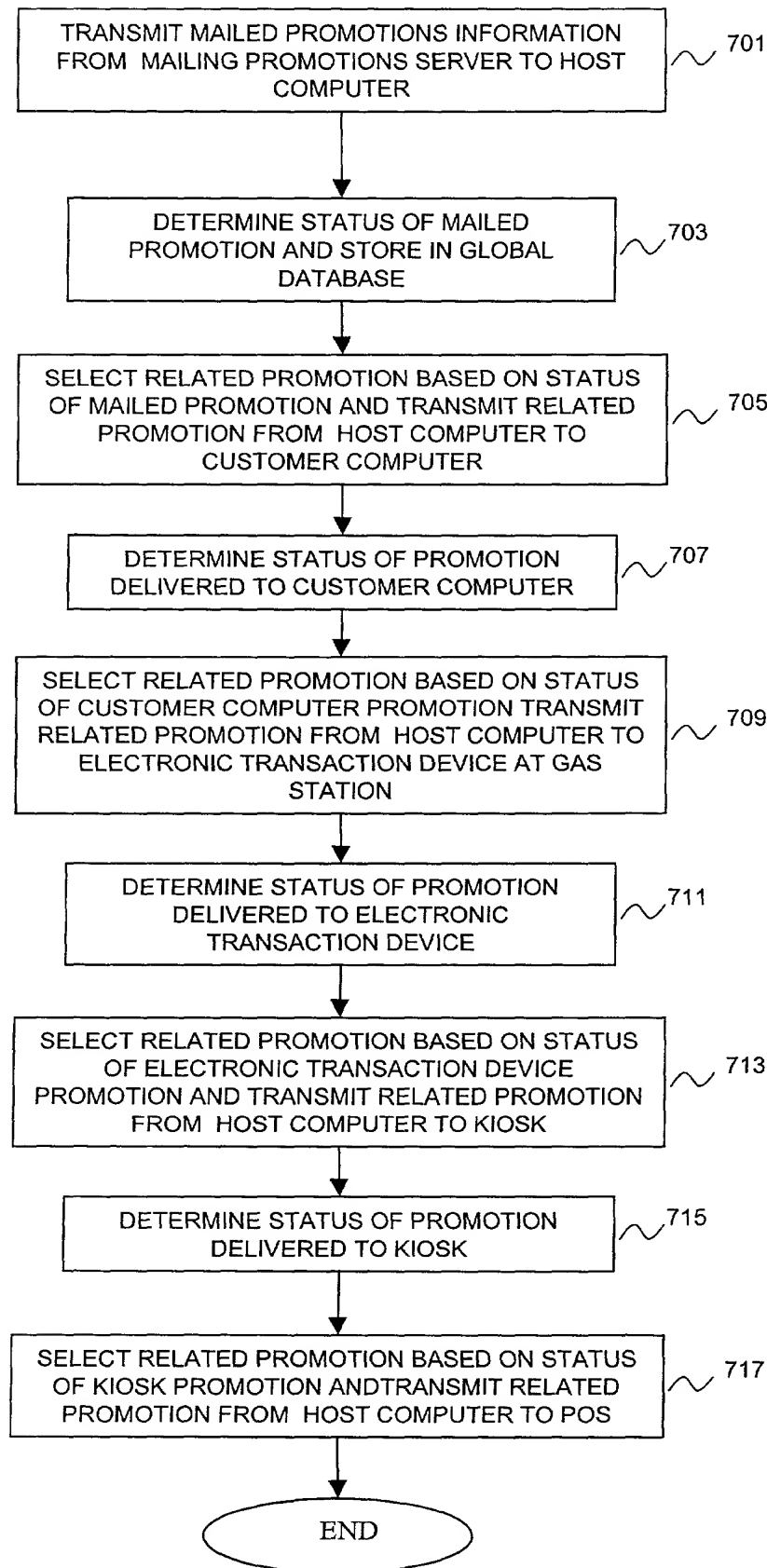




FIG. 8

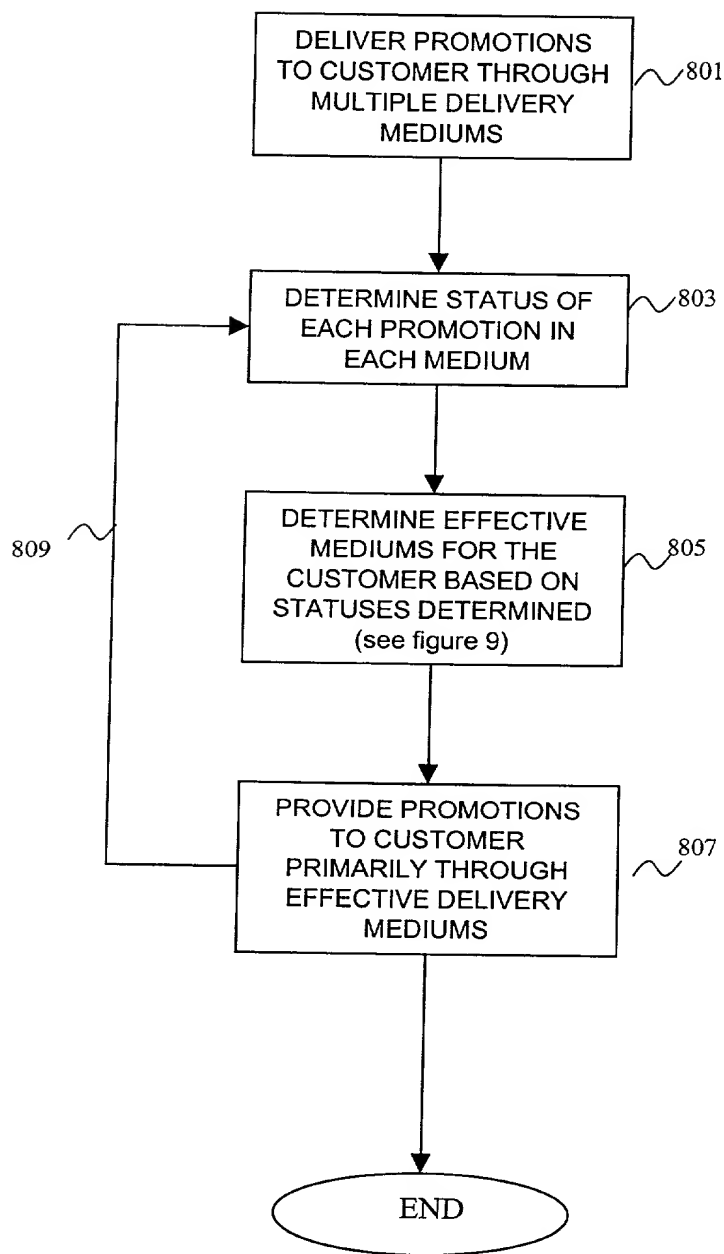
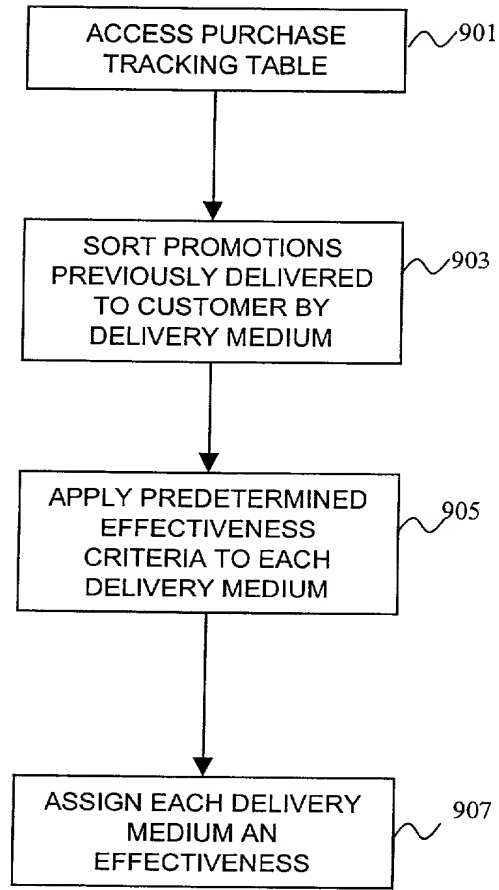


FIG. 9



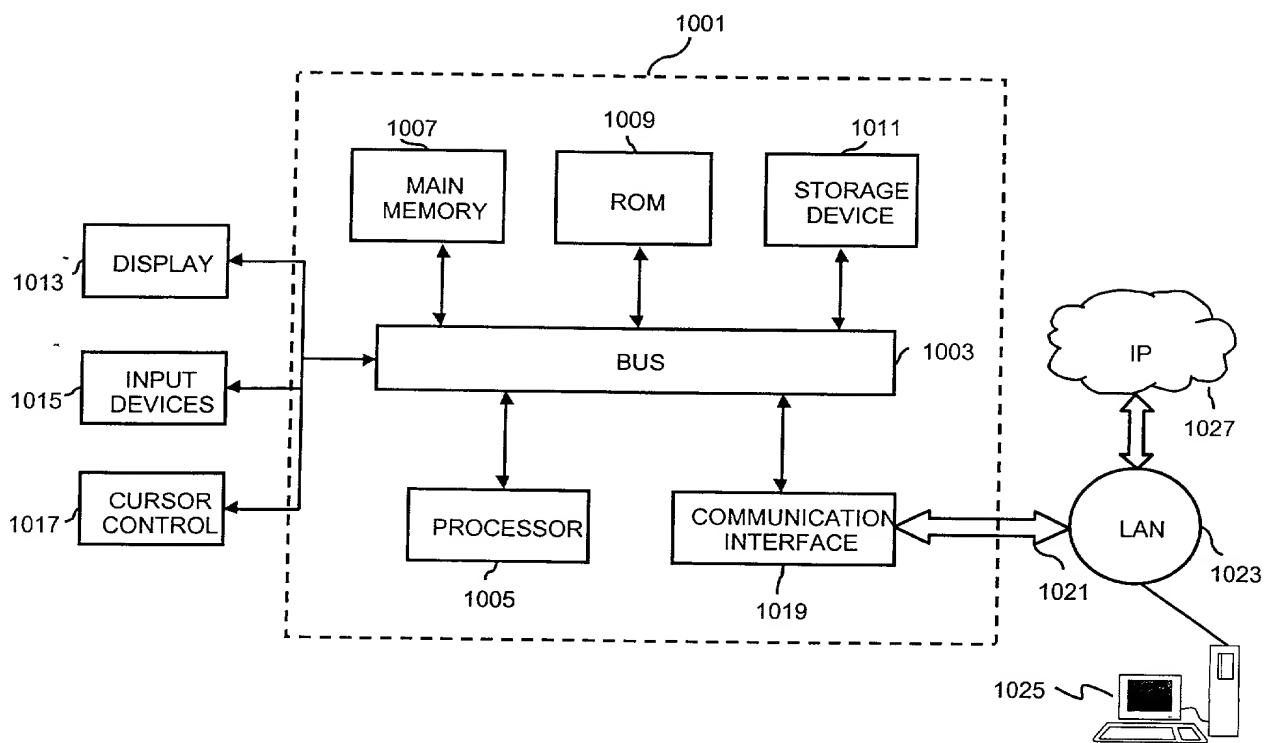


FIG. 10